AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A computer implemented method comprising:

receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

sending at least one product description data to the plurality of clients via the broadcast medium, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

receiving ~~a~~ an automated feedback data on the broadcast product from each of the plurality of clients ~~transparent to the user of the clients~~, wherein ~~receiving~~ the automated feedback data is generated automatically by each client without a user of the client providing a preference, the receiving of the automated feedback data including ~~includes~~ that each client generates at least one rating to ~~indicating~~ indicate the user's interest level with respect to each of the features;

processing a ~~consumer~~ feedback summary based on the automated feedback data received from the plurality of clients ~~on the broadcast product~~ to prepare a measure of a popularity of each feature of the broadcast product; and

inferring, based on the feedback summary, demand for ~~an upcoming~~ a potential broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

2.   (Currently Amended) The method of claim 1 wherein receiving the automated feedback data further includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing history.

3.   (Previously Presented) The method of claim 1 wherein the request to obtain consumer feedback is received from a product provider of the broadcast product.

4.   (Original) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to test the success of one or more products.

5.   (Currently Amended) The method of claim 4 wherein the ~~consumer~~ feedback summary comprises a product success data for each of the one or more products.

6.   (Previously Presented) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more attributes of a product against each other.

7.   (Currently Amended) The method of claim 6 wherein the ~~consumer~~ feedback summary comprises an attribute success comparison data.

8.   (Previously Presented) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more products against each other.

9.   (Currently Amended) The method of claim 8 wherein the ~~consumer~~ feedback summary comprises a product success comparison data.

10.   (Previously Presented) The method of claim 1 wherein the request to obtain consumer feedback comprises a request to compare the success of two or more ways of marketing a product against each other.

11.   (Currently Amended) The method of claim 10 wherein the ~~consumer~~ feedback summary comprises a marketing success comparison data.

12.   (Original) The method of claim 1 wherein the product description data comprises meta-data.

13.   (Original) The method of claim 1 wherein the product description data comprises program guide information.

14. (Currently Amended) A system comprising:

a broadcast center server;

a communication interface coupled to the broadcast center server;

a machine readable medium having instructions which when executed by the broadcast center server cause the system to perform operations comprising:

receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

sending at least one product description data to the plurality of clients via the broadcast med, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

receiving an automated feedback data on the broadcast product from each of the plurality of clients ~~transparent to the user of the clients~~, wherein ~~receiving~~ the automated feedback data is generated automatically by each client without a user of the client providing a preference, the receiving of the automated feedback data including ~~includes~~ that each client generates at least one rating to ~~indicating~~ indicate the user's interest level with respect to each of the features;

processing a ~~consumer~~ feedback summary based on the automated feedback data received from the plurality of clients ~~on the broadcast product~~ to prepare a measure of a popularity of each feature of the broadcast product; and

inferring, based on the feedback summary, demand for ~~an upcoming~~ a potential broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

15. (Currently Amended) The system of claim 14 wherein receiving the automated feedback data further includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing history.

16.   (Previously Presented) The system of claim 14 wherein the request to obtain consumer feedback is received from a product provider of the broadcast product.

17.   (Currently Amended) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to test the success of one or more products; and

the ~~consumer~~ feedback summary comprises a product success data for each of the one or more products.

18.   (Currently Amended) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to compare the success of two or more attributes of a product; and

the ~~consumer~~ feedback summary comprises an attribute success comparison data.

19.   (Currently Amended) The system of claim 14 wherein

the request to obtain consumer feedback comprises a request to compare the success of two or more products; and

the ~~consumer~~ feedback summary comprises a product success comparison data.

20.   (Currently Amended) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to compare the success of two or more ways of marketing a product; and

the ~~consumer~~ feedback summary comprises a marketing success comparison data.

21.   (Original) The system of claim 14 wherein the product description data comprises meta-data.

22.   (Original) The system of claim 14 wherein the product description data comprises program guide information.

23.   (Currently Amended) A system comprising:

a processor coupled to a bus;

a memory coupled to the bus;

means for receiving a request to obtain consumer feedback on a broadcast product, wherein the broadcast product is designed to be broadcasted, substantially simultaneously, from a signal source to a service area via a broadcast medium, and captured by a plurality of clients located in the service area during the broadcasting;

means for sending at least one product description data to the plurality of clients via the broadcast medium, wherein sending the product description data includes sending descriptions of features that characterizes the broadcast product;

means for receiving a~~n~~ automated feedback data on the broadcast product from each of the plurality of clients ~~transparent to the user of the clients~~, wherein ~~receiving a~~ the automated feedback data is generated automatically by each client without a user of the client providing a preference, the receiving of the automated feedback data including ~~includes~~ that each client generates at least one rating to ~~indicating~~ indicate the user's interest level with respect to each of the features;

means for processing a ~~consumer~~ feedback summary based on the automated feedback data ~~on the broadcast product~~ received from the plurality of clients to prepare a measure of a popularity of each feature of the broadcast product; and

means for inferring, based on the feedback summary, demand for ~~an upcoming~~ a potential broadcast product that is yet to be scheduled for broadcasting over the broadcast medium.

24.   (Currently Amended) The system of claim 23 wherein receiving the automated feedback data further includes that the clients generate at least one of the following:

relevance data to indicate a relevance level of each of the features to the user's interest in the broadcast product; and

believability data to indicate an accuracy level of the first rating based on the user's viewing history.

25.   (Previously Presented) The system of claim 23 wherein the request to obtain consumer feedback is received from the product provider of the broadcast product.

26. (Original) The system of claim 23 wherein the product description data comprises meta-data.

27. (Original) The system of claim 23 wherein the product description data comprises program guide information.